



We asked our 4Youth community of 16-24s for their feedback on Co-Op's 2020 Christmas advert that featured real life brothers singing an Oasis classic, 'Round Are Way'.

Respondents spoke about how much they enjoyed the new Co-Op Christmas ad, in fact, **76%** liked the advert and **25%** gave the ad **10 stars**. Most felt the ad was very real and relatable, and particularly liked how it featured two real life brothers from Leeds giving a heartwarming Oasis rendition to their local community. A positive energy was picked up on by many respondents, who loved the optimistic message of community throughout.

The majority spoke about how the advert made them feel. They often described how they felt emotional and hopeful for better days to come. With that in mind, it's no surprise that **46% felt touched** by the advert and **57% felt happy** as a result. Respondents liked that the advert depicted how important a strong family bond is in difficult times, whilst capturing the true spirit of Christmas – it's not about presents, but all about kindness.

Noticeably, the advert was successful at creating brand warmth around the Co-Op brand. When asked to personify the brand, it was described as a person with community values at their core who believed in the power of love and hope. Co-Op was described as always having a sense of togetherness and optimism, whilst caring for others in everything it does.

Key stats for Co-Op's 2020 Christmas advert:

LIKEABILITY

76% liked the advert

EMOTIVE

46% felt touched when watching the ad

UNIQUENESS

69% found the advert to be unique

RELEVANCE

74% found the advert relevant

BRAND AFFINITY

43% feel more positively toward Co-Op

SHAREABILITY

47% likely to share the advert with a friend/family/online

FESTIVITY

59% find the advert to be very festive

BB *I loved the brother relationship, it was endearing and normal. I liked the song choice, not a classic Christmas song like you'd expect. I also like how at the start you could hear on the news it talking about how it won't be a normal Christmas which is obviously very relevant and relatable.*

BB *I really loved this advert. I think that it has a great naturalness about it and believability, as well as pushing forward the importance of community and care. An idea that is often selfless. The endnote where the siblings walk off together is great too, a heart-warming moment and a reminder of the importance of family.*

BB *I think it was very simple, yet somehow that simplicity is appealing. It's really heart-warming. The innocence of the small children combined with the deeper meaning of the ad really stand out to me, making it memorable.*

